

# **BUSINESS ANALYTICS INTERNSHIP**

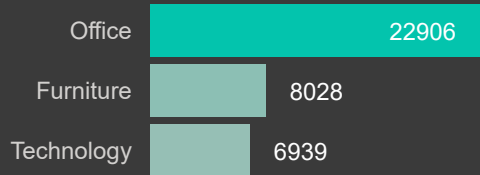
## **THE SPARKS FOUNDATION**

**DEVENDRA KANDPAL**



# RETAIL ANALYSIS

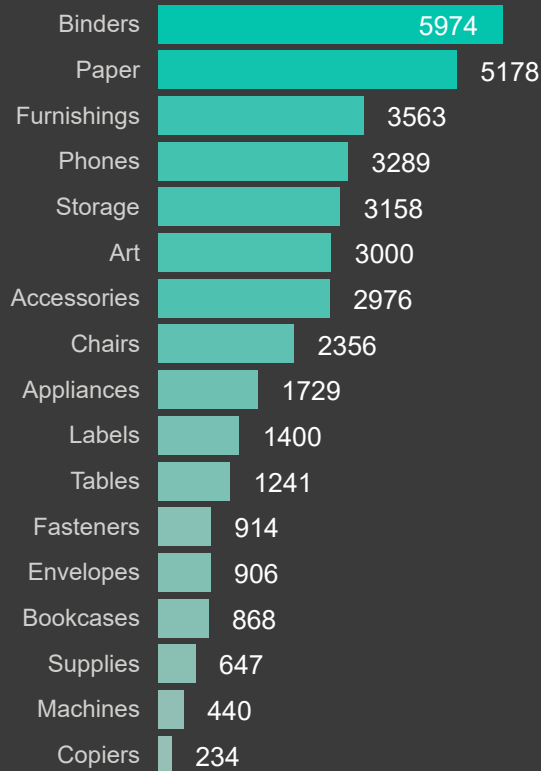
## QUANTITY OF PRODUCT SOLD



1.43M

PROFIT

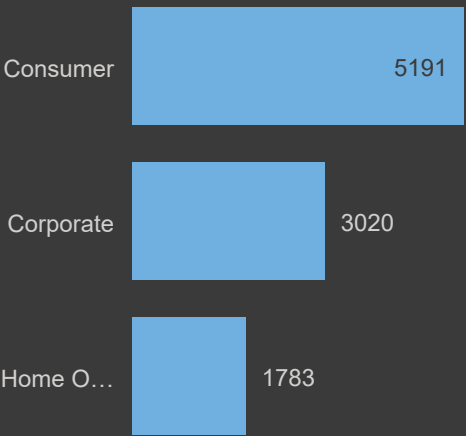
## SUB PRODUCT SOLD



15.62%

AVERAGE DISCOUNT

## DISTRIBUTION OF SEGMENTS



Select all

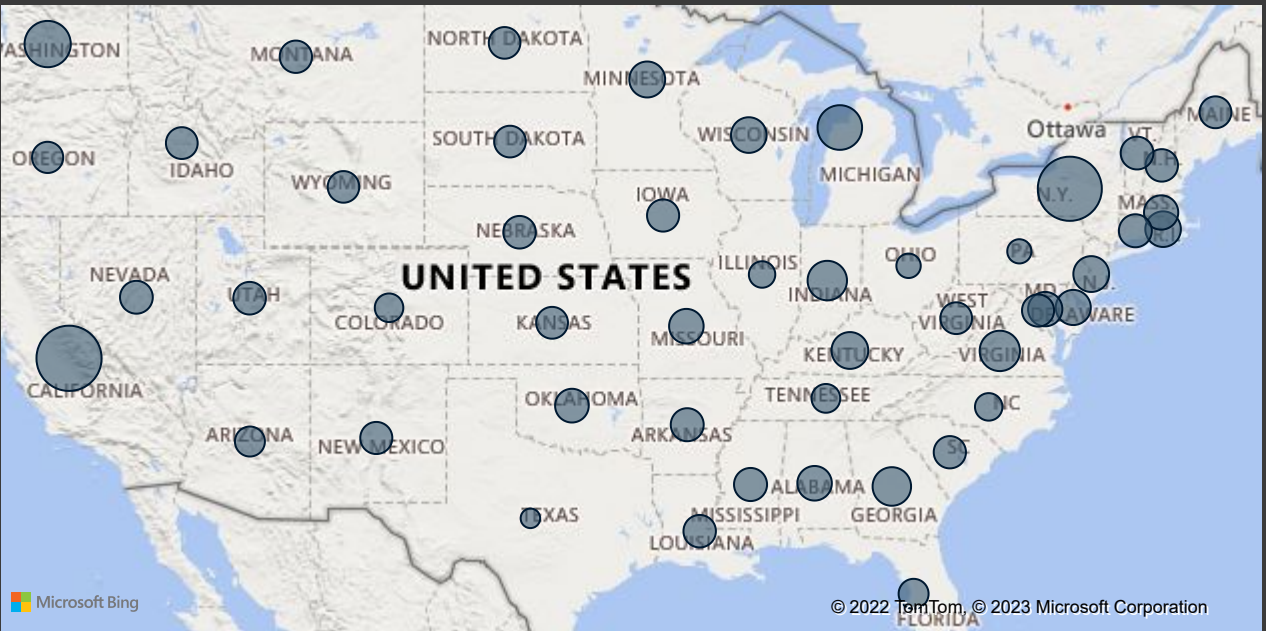
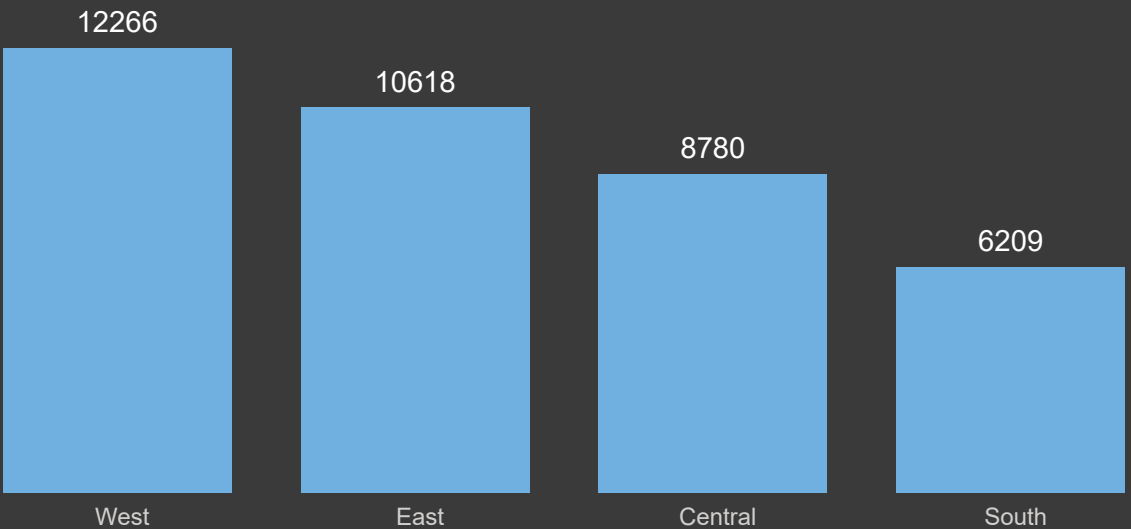
First Class

Same Day

Second Class

Standard Class

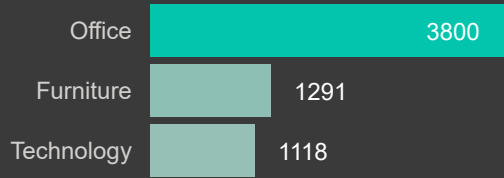
## QUANTITY VS REGION





# REGION DETAILS

## QUANTITY OF PRODUCT SOLD



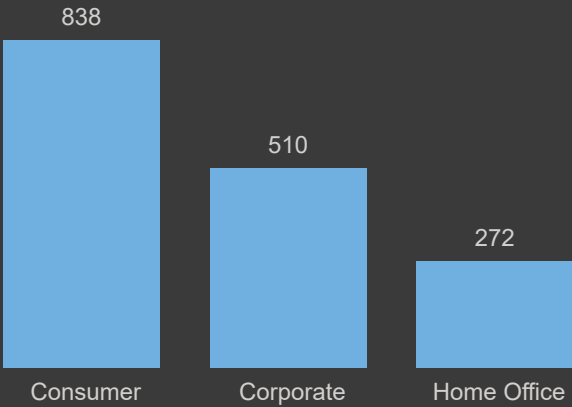
South

Region

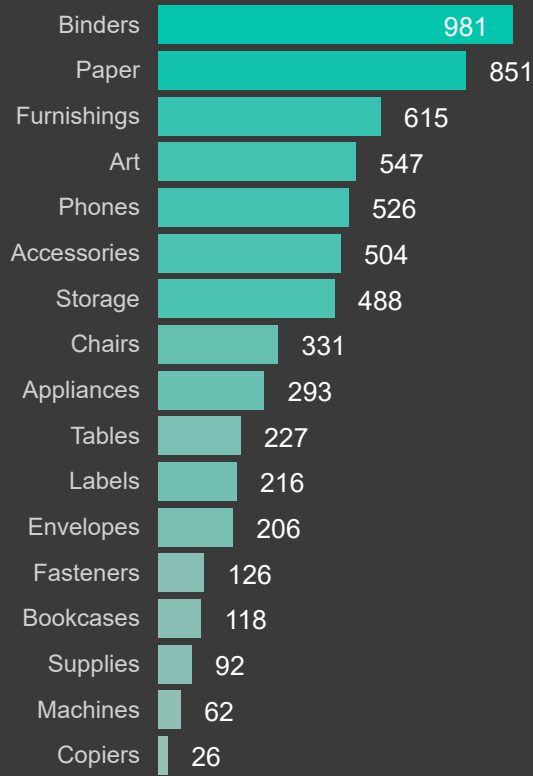
14.73%

AVERAGE DISCOUNT

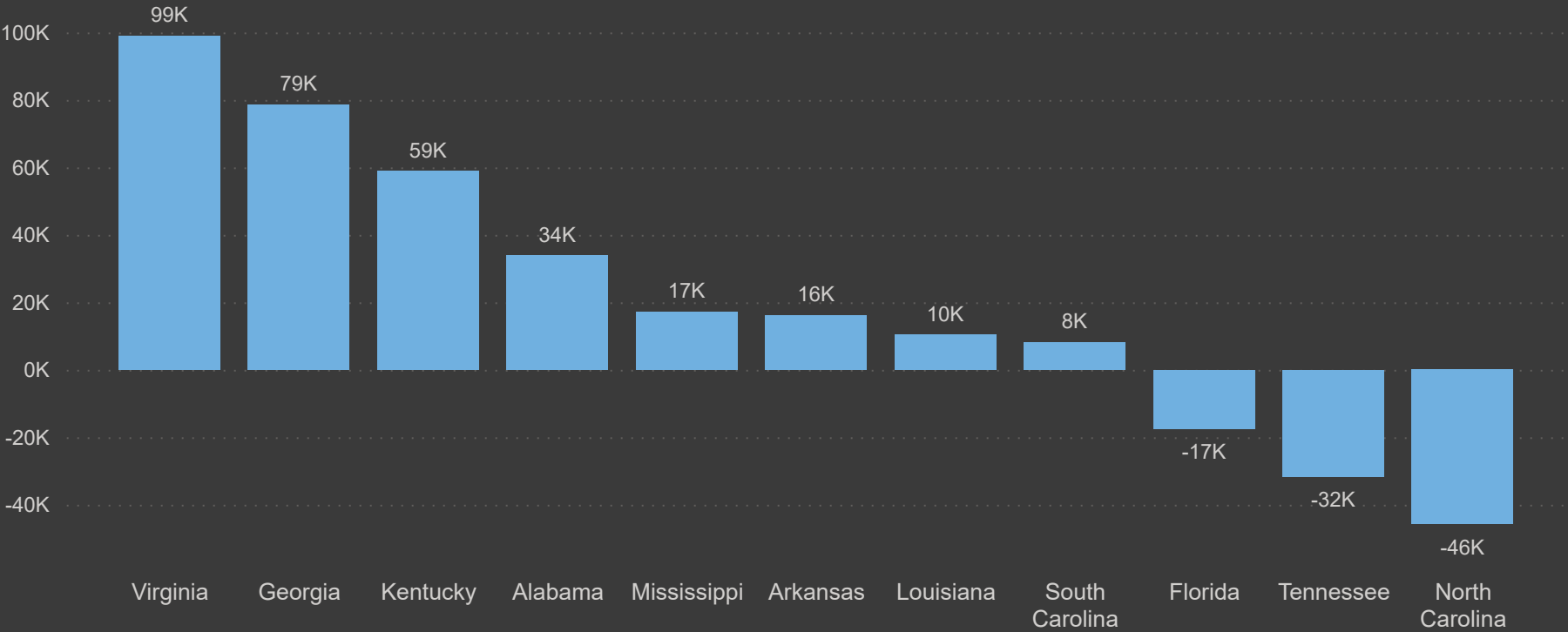
## DISTRIBUTION OF SEGMENTS



## SUB PRODUCT SOLD



## PROFIT VS STATE



# FINDINGS FROM THE DATA

- **West** has bought the most amount of goods and least amount of goods sold to **South** region.
- For **OFFICE** use maximum amount of goods were bought by the people, and the most product that were bought by the people for office use is **BINDERS**, followed by **PAPERS**.
- Although **OFFICE** bought most amount of products but, the maximum profit is generated by selling products for **TECHNOLOGY**.
- If we look carefully maximum profit is generated through the **STANDARD** mode of shipment and least profit through **SAME DAY** shipment.

## Region Wise Details:

- **West**
  - There is 2 country through which we are giving high discount and taking taking heavy loses and the countries are **Arizona** and **Colorado**.
- **East:**
  - There is 2 country through which we are giving high discount and taking taking heavy loses and the countries are **Ohio** and **pennsylvania**.
- **Central:**
  - There is 2 country through which we are giving high discount and taking taking heavy loses and the countries are **Texas** and **Illinois**.
- **South:**
  - There is 3 country through which we are giving high discount and taking taking heavy loses and the countries are **North Carolina**, **Florida** and **Tennessee**.